

Chattanoogals Judged By Its Homes



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That's what the U. S. Navy
Department says of the
Weilaphone
Not An Attachment

And hundreds of others of the largest firms in the U. S. say the same.
For real telephone efficiency, it is the only instrument to use. With it you hear better—you shut out all outside noises—and both your hands are free to do other work. Just think of it! You hear telephone messages clearly, easily, and without interruption to the work you happen to be doing when the bell rings. Remember, with the Weilaphone—you have no receiver to hold—your hands are free.

Don't be without a Weilaphone another minute. At all first-class office or electrical supply stores. WRITE US DIRECT if you do not know our dealer in your city, we will see that you are promptly supplied.
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The Weilaphone, Inc., 6 Great Jones St., New York City

Fred Cantrell Co.

THE LIVE WIRES

Successors to The Terrell-Hedges Co.

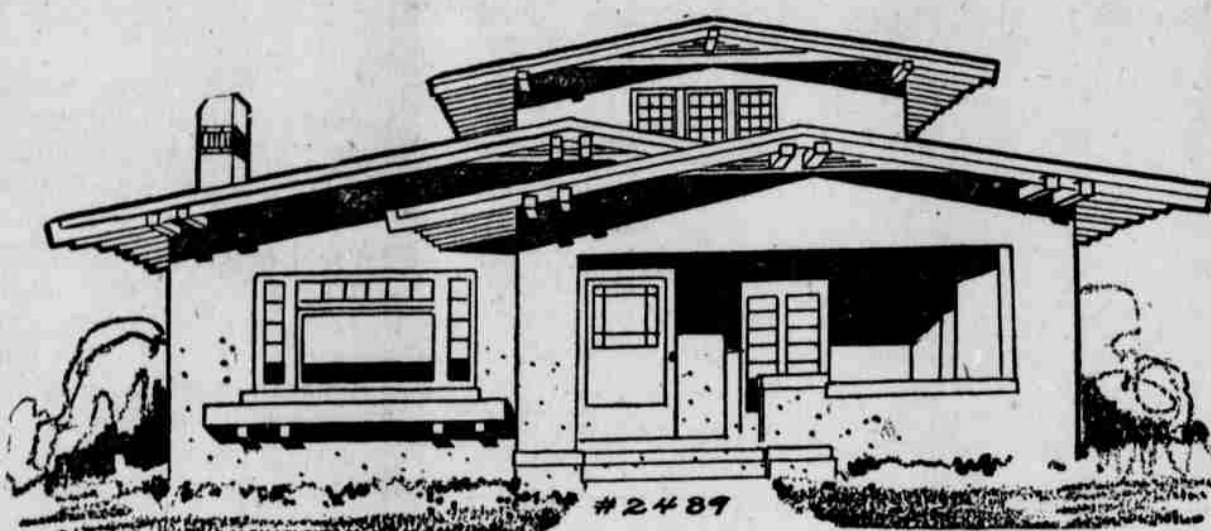
607 Market Street

Phone Main 669

Prospective citizens judge a city by its homes. Modern, attractive homes are like a magnet, they attract all who come in contact with them. Modern homes will increase our population.

It is the hope and desire of The Chattanooga News to make our city the best home town in the State. We can only accomplish this end through the co-operation of all citizens.

Each week we feature an illustration of a modern home, as designed by "Ye Planry" Master Architects.



"YE PLANRY" HOME NO. 2489.
A FIVE-ROOM AEROPLANE.

An aeroplane for small family—five rooms downstairs with enclosed sleeping room above. The severance of the exterior is relieved by the grouping of the purlin brackets under the eaves. Ventilation was the cardinal feature considered when designing this home.

Downstairs are five rooms, with a hall which connects the bath with the two bed rooms, also the kitchen with the breakfast room. Extra large closets are provided in sleeping chambers. In the kitchen every known labor-saving device is incorporated. The sleeping room is 14x15 and served with large closets.

This character of a home is becoming very popular over the United States and well adapted to all climates.

A COMMUNITY IS JUDGED BY ITS HOMES.

It's the homes in a city which index its progressiveness.

The business district soon loses its freshness and attractiveness in the discriminating mass of brick and mortar—glaring signs and noisy automobiles, a sight tiresome to the eyes and wearisome to the nerves.

But—

In the residence section is where one forms the opinion whether they would like to live in this city or not.

Modern Homes portray character and individuality, radiating cheerfulness and contentment—creating an inspiration for emulation—a standing invitation to become a member of that community or city, an assurance of neighborly neighbors; for who would like to live in a city where they would not have good neighbors.

Cities with modern homes are cities with high standards of morals, so modern homes better a city morally.

The illustration above is one of the latest creations in modern homes, inexpensive, convenient and dignified. One which will harmonize with surrounding homes yet with a distinctiveness which lifts it out of the rut of "just an average house."

We Make Rental Property Pay!

We have our own carpenters, plumbers and collectors. We look after property when it is vacant, clean it up, take out faucets so they will not be stolen; advertise it and secure good tenants.

We look after repairs.
We pay taxes.
We collect the rents.
We remit monthly.

If your property is not doing well, see us.

FERGER BROS. RENTAL AGENCY.



The Old Home

you love so well may go up in smoke any time. Are you so fixed that you could replace it?

Get a Ferger Policy

The cost is small, but the protection is large. Do it now. Don't wait. Office phones, M. 261 or 262. Night phone, Hem. 363. FERGER BROS.

Cheap Money To Loan On New Buildings

In Chattanooga for three or five years.

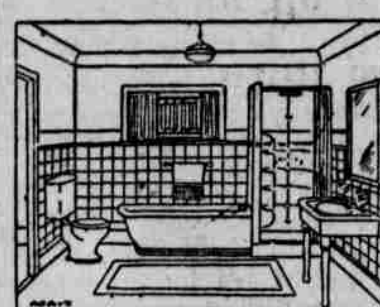
If you want to build and haven't enough money to do so, come in and see us.

We have financed thousands of homes in Chattanooga in twenty-two years. FERGER BROS.



Put Your Money Into a Home

It will be a fine investment. It will help you save. It will keep you in old age. It will give you a standing in the community. It will increase in value. Come in and let us show you how to make a start. FERGER BROS.



Everything for the BATHROOM

Lowest Prices
Prompt Service

SPECIAL

White Enamel Medicine Cabinets with Plate Glass Mirrors, \$3.00 each to \$9.00 each.

See us for anything in the line of Bathroom specialties.

Fred Cantrell Co.

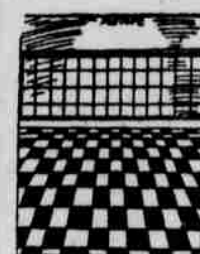
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Successors to

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COMPLETE HOUSE FURNISHERS

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for flat or steep surfaces, are spark-proof and fire-resisting to a high degree.

(Tested by Underwriters' Laboratories.)

Prepared Roofings are economic necessities because they fulfill the functions of a roof covering better and at a lower cost than any competing material.

NAVAJO is generally recognized as being of the highest standard of quality in a prepared roofing, backed by 15 years of satisfactory service right here at home.

Its low cost will surprise you.

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When building
or repairing
don't neglect
the opportunity
for a Beaver
Board Ceiling.



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**Ogden Coal &
Supply Co.**

Coal and Building
Material.

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Main 213-376

Don't forget the ceiling.



Getting Your Money's Worth

One of the easiest ways to waste money—to throw it away and have absolutely nothing to show for it—is to use old fashioned carbon lamps instead of Westinghouse Mazdas.

Westinghouse Mazdas in your lighting fixtures show that "you know" that you believe in getting your money's worth.

There's a Westinghouse Mazda for every socket. We'll be glad to send you a lamp expert to tell you the sizes and types that suit your requirements.

Call Us Up.



Check Over

your Fire Insurance Policies right away and figure the present value of your property at war prices. If it burns, you will have to replace it. This means more insurance.

Telephone Main 489 and we will do the rest.

Glover & Grady